



To the Honorable Commissioner of Patents

101929762

Original documents or copy thereof.

1. Name of conveying party(ies):

Sanjay Ranka; E. Diane Chang; Daniel Veiner

Additional name(s) of conveying
party(ies) attached?☐ Yes ☒ No

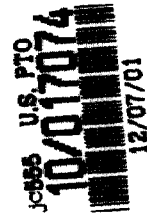
3. Nature of Conveyance:

☒ Assignment ☐ Merger☐ Security Agreement ☐ Change of NameExecution Date: **November 26-28-29, 2001**

2. Name and address of receiving party(ies):

PARAMARK, INC.
1270 Oakmead Parkway #214
Sunnyvale, California 94086

Additional name(s) & address(es) attached?

☐ Yes ☒ No

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is: **November 26-28-29, 2001**

A. Patent Application No.(s)

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No5. Name and address of party to whom correspondence
concerning document should be mailed:R. Michael Ananian
FLEHR HOHBACH TEST ALBRITTON & HERBERT LLP
4 Embarcadero Center #3400
San Francisco, CA 941116. Total number of applications
and patents involved: [1]

7. Total fee (37 CFR 3.41):.....\$40.00

☐ Enclosed☒ Authorized to be charged to
deposit account (Order No. A-70134/RMA)

8. Deposit account number: 06-1300

Please debit any underpayment or credit any
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Our Order No. A-70646/RMA

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To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the
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Aldo J. Test

Name of Person Signing

Signature

December 7, 2001

Date

Total number of pages including cover sheet, attachments and document: [3]

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Washington, DC 20231File No. A-70646/RMARev. 8/93
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ASSIGNMENT

WHEREAS, (1) SANJAY RANKA, Cupertino, California; (2) E. DIANE CHANG, Mountain View, California; and (3) DANIEL VEINER, Mountain View, California, have invented certain new and useful improvements in **METHOD, ALGORITHM AND COMPUTER PROGRAM FOR TARGETING MESSAGES INCLUDING ADVERTISEMENTS IN AN INTERACTIVE MEASURABLE MEDIUM** and have executed the accompanying application for a United States patent disclosing and identifying the invention; and

WHEREAS, **PARAMARK, INC.**, a corporation of the State of Delaware, having a place of business at 1270 Oakmead Parkway, #214, Sunnyvale, California 94086 hereinafter termed "Assignee"), is desirous of acquiring the entire right, title and interest in and to said application and the invention disclosed therein, and in and to all embodiments of the invention, heretofore conceived, made or discovered by said Inventors (all collectively hereinafter termed "said invention"), and in and to any and all patents, inventor's certificates and other forms of protection (hereinafter termed "patents") thereon granted in the United States and foreign countries.

NOW, THEREFORE, in consideration of good and valuable consideration acknowledged by said Inventors to have been received in full from said Assignee:

1. Said Inventors do hereby sell, assign, transfer and convey unto said Assignee, the entire right, title and interest (a) in and to said application and said invention; (b) in and to all rights to apply for foreign patents on said invention pursuant to the International Convention for the Protection of Industrial Property or otherwise; (c) in and to any and all applications filed and any and all patents granted on said invention in the United States or any foreign country, including each and every application filed and each and every patent granted on any application which is a division, substitution, or continuation of any of said applications; and (d) in and to each and every reissue or extensions of any of said patents.
2. Said Inventors hereby covenant and agree to cooperate with said Assignee to enable said Assignee to enjoy to the fullest extent the right title and interest herein conveyed in the United States and foreign countries. Such cooperation by said Inventors shall include prompt production of pertinent facts and documents, giving of testimony, execution of petitions, oaths, specifications, declarations or other papers, and other assistance all to the extent deemed necessary or desirable by said Assignee (a) for perfecting in said Assignee the right, title and interest herein conveyed; (b) for prosecuting any of said applications; (c) for filing and prosecuting substitute, divisional, continuing or additional applications covering said invention; (d) for filing and prosecuting applications for reissuance of any said patents; (e) for interference or other priority proceedings involving said invention; and (f) for legal proceedings involving said invention and any applications therefor and any patents granted thereon, including without limitation opposition proceedings, cancellation proceedings, priority contests, public use proceedings, infringement actions and court actions; provided, however, that the expense incurred by said Inventors in providing such cooperation shall be paid for by said Assignee.
3. The terms and covenants of this assignment shall inure to the benefit of said Assignee, its successors, assigns and other legal representatives, and shall be binding upon said Inventors, their heirs, legal representatives and assigns.

4. Said Inventors hereby warrant and represent that they have not entered and will not enter into any assignment, contract, or understanding in conflict herewith.

IN WITNESS WHEREOF, the said Inventors have executed and delivered this instrument to said Assignee on the dates set forth below:

11/28/2001
Date

Sanjay Ranka
(1) SANJAY RANKA

11/26/01
Date

Diane Chang
(2) E. DIANE CHANG

11/29/01
Date

D. Veiner
(3) DANIEL VEINER

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